



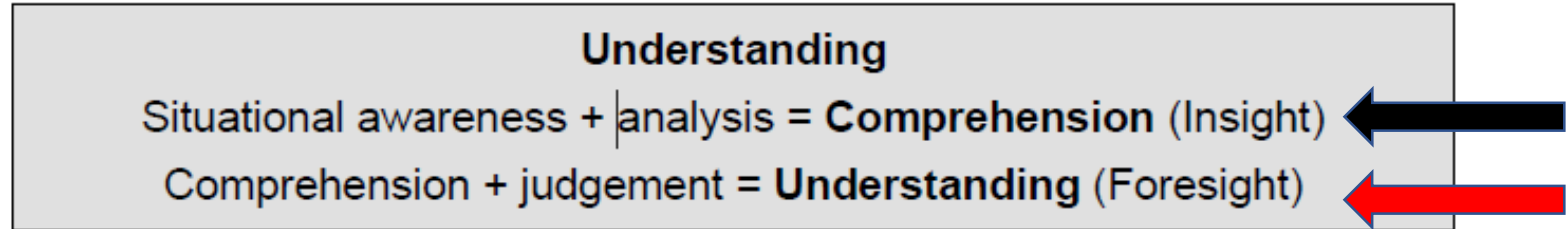
# Audience Analysis Wargame

Could Wargaming support the  
Audience Analysis (AA)  
process?

# Thesis

**This paper will argue that the use of wargaming as an analytical process can and does enhance the Audience Analysis (AA) process. Conversely, it does not seek to contend that wargaming is not ‘the’ method but ‘a’ method. This enhancement is particularly crucial for addressing AA’s perceived inability to answer the foresight portion of the Understand definition. The ability to address the foresight conundrum is crucial if audience analysis is truly going to enable the delivery of audience-centric operations as outlined in the Integrated Operating Concept.**

## JDP 2-00 UNDERSTANDING



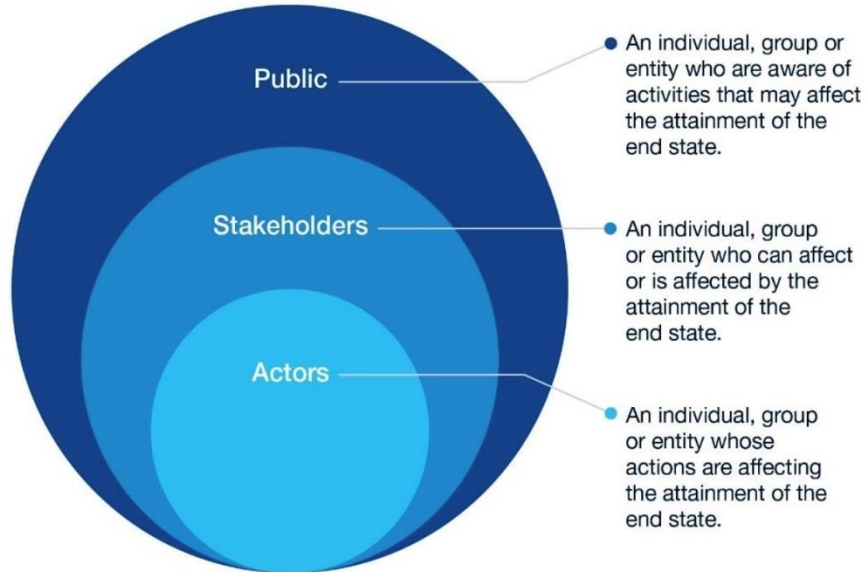
The distinction between situational awareness and understanding is the level of analysis and depth of comprehension that allows judgement to be applied effectively.<sup>13</sup>

115. **Definition of Understanding.** Within a military context, understanding is defined as *the perception and interpretation of a particular situation in order to provide the context, insight and foresight required for effective decision-making.*<sup>14</sup>

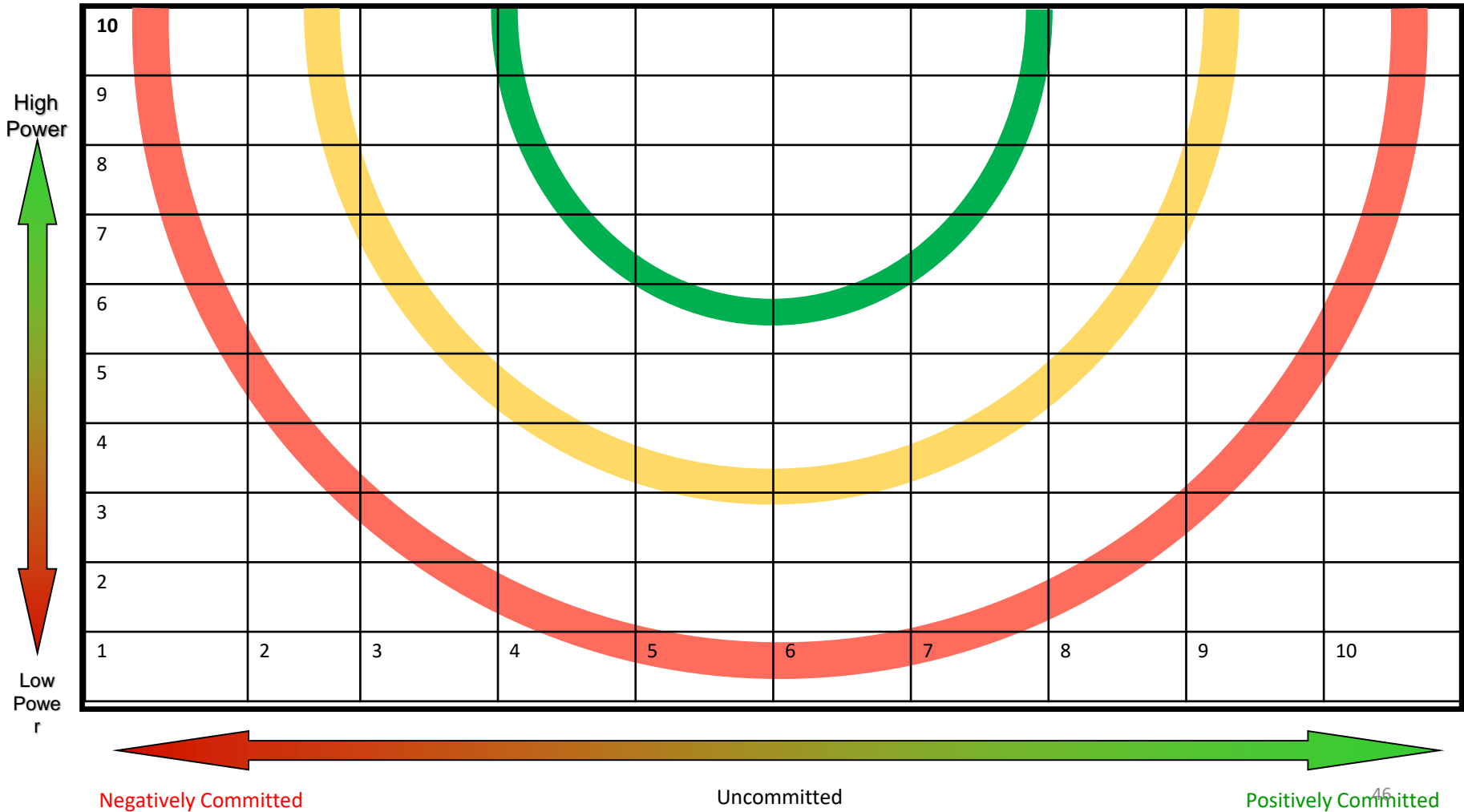
# Audience Definition

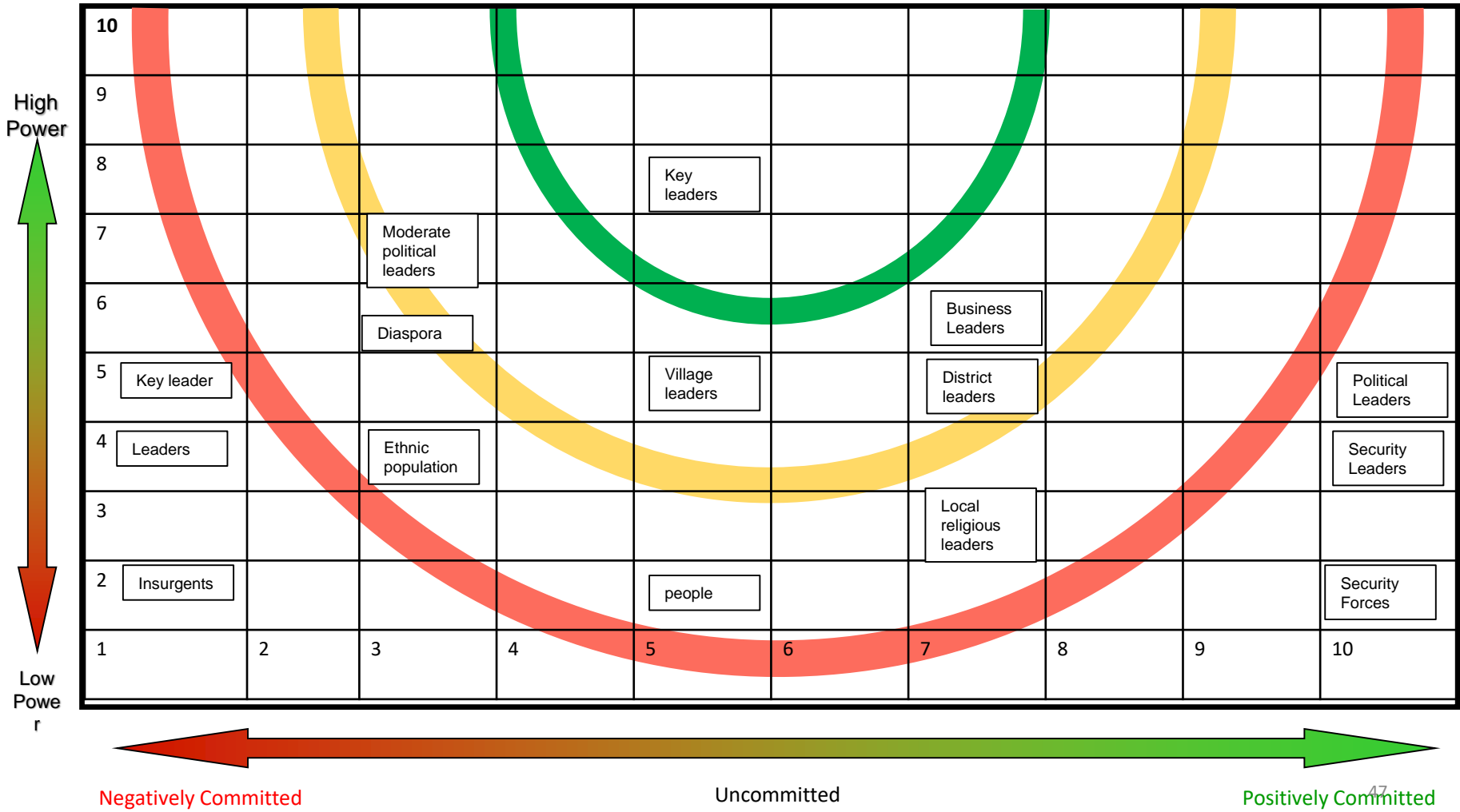
## Audience

An individual, group or entity whose interpretation of events and subsequent behaviour may affect the attainment of the end state.

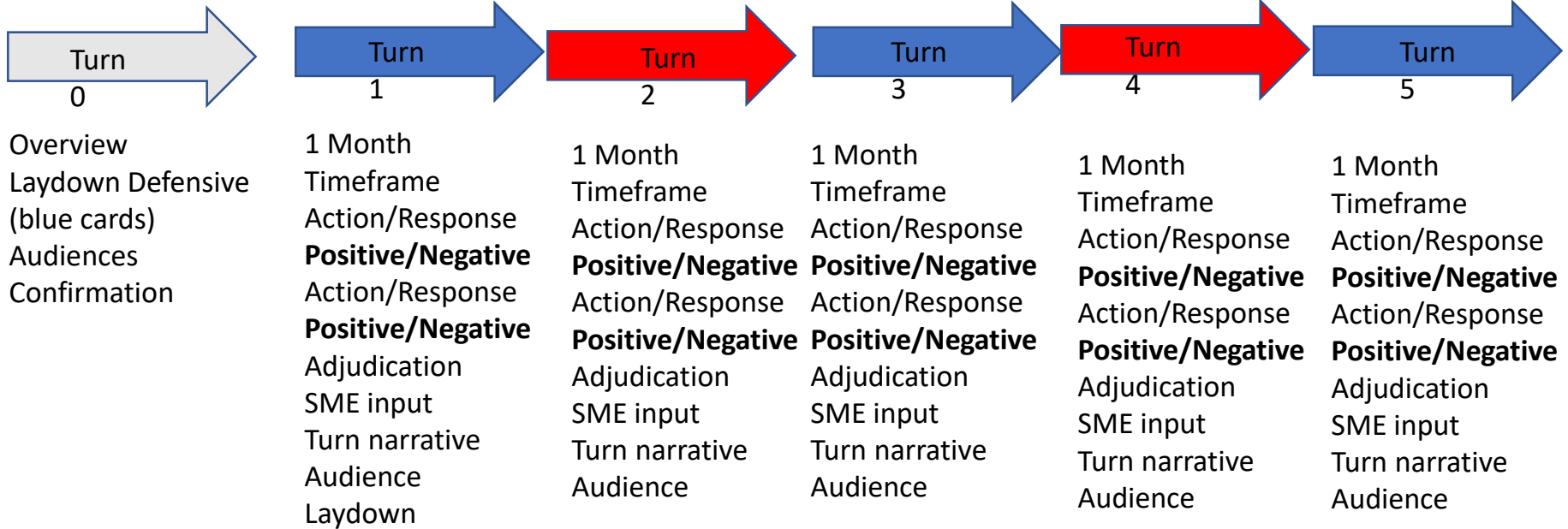


<b>Eastland Defence Forces as a whole</b>	<p>This TA consists of members of society who are successfully integrated. In comparison to the EDL, the Land, Air, and Sea components have significantly lower manning. Additionally, the manning for Air and Sea components is specifically lacking in terms of manning and capability. The EDF is mostly a domestic defence force. This TA may feel vulnerable to Westland attack, and therefore require reassurance, despite the fact they are already supportive of Allied and UK forces.</p> <p><b>Change Opportunity: Empowerment of them to Protect a wider cross section of Eastland society</b></p> <p><b>Behavioural Drivers: Developing Skills &amp; capacity for military effect; bolster belief in societal preservation; reinforce positive public perception of EDF</b></p> <p><b>M&amp;E markers: EDF activities, Engagement reports, Allied reporting,</b></p>
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# TURNS



Both sides need to plan for a 6 month campaign

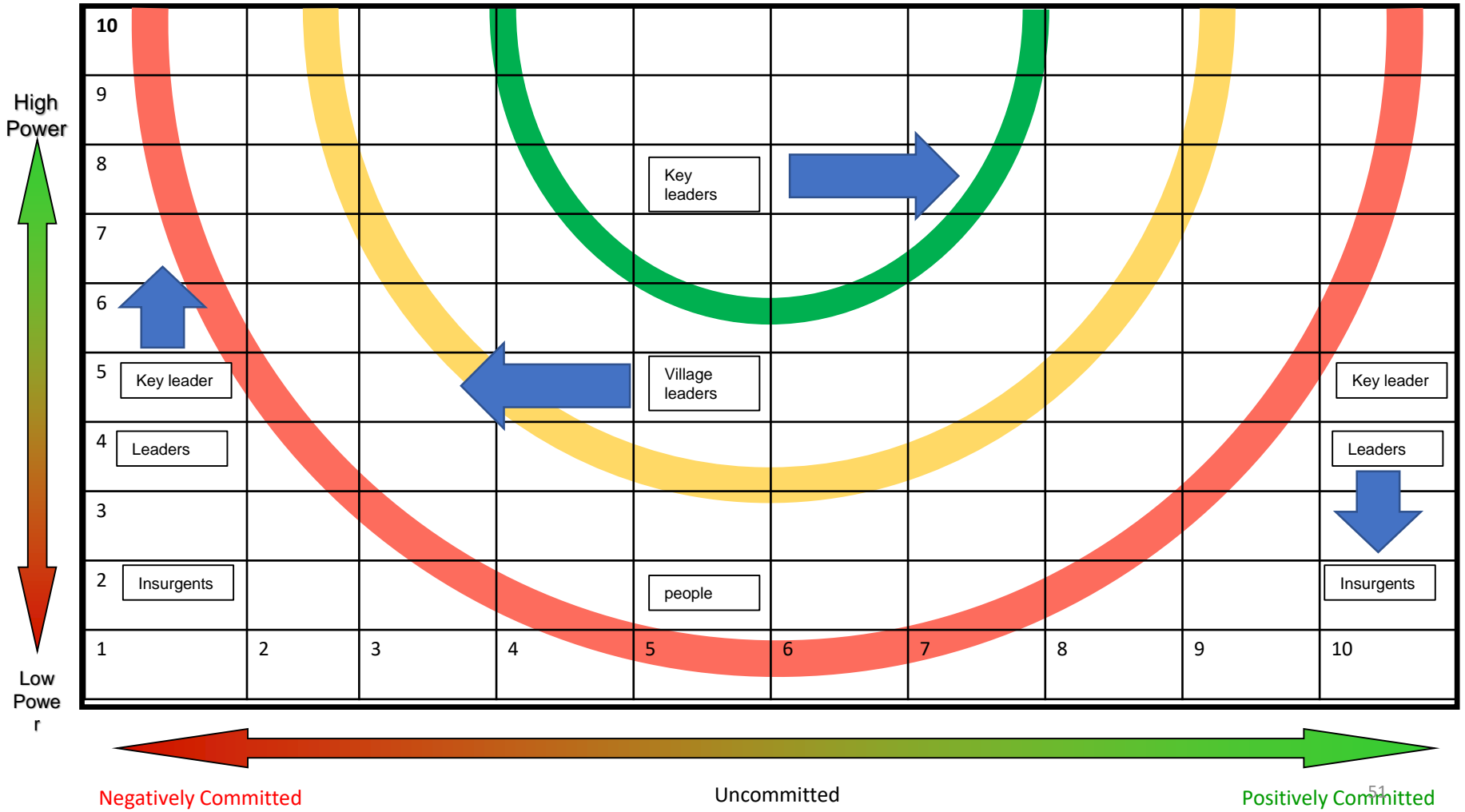
SMEs: White input, Psychologist, Anthropologist, Social Media expert, M&E expert and AA expert



# Turn Key Points

1. Blue Cards can be both overt defensive measures such as building defensive or covert measures such Cyber defence.
2. Overt defensive measures are placed during Turn 0.
3. Actions are written on white cards. These actions can be short term or enduring (i.e. multiple turns) all actions need a unifying purpose (IOT).
4. The players will indicate which audience (s) they are targeting and the so what for other Audiences (linked with string).
5. The outcome of the action/actions will then be decided by means of a dice role taking into account overt/covert defensive factors. The SMEs will then decided the so what and the ramifications of the outcome (see next slide).
6. The white cards and blue cards will have a number of pre-scripted actions and capabilities. Additional ones can be added by either plays providing they are within the capabilities and TTPs of either side. The actions can take places in any of the five domains (Air, land, maritime, cyber and space).
7. After both sides have had their turns. The SMEs will decide the overall outcomes of the turn. This will result in the audiences been moved.





# Questions